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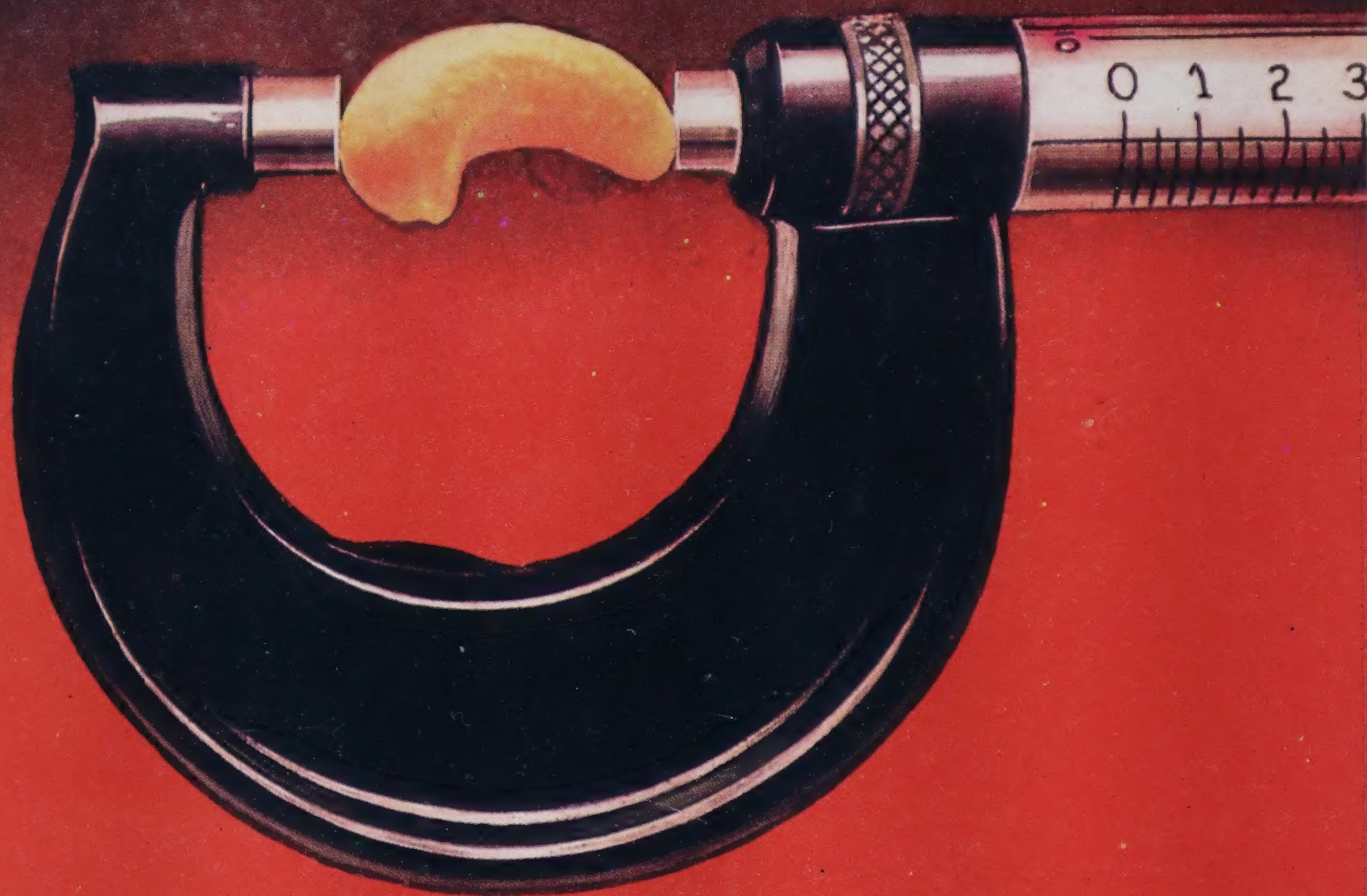
INDIAN CASHEW JOURNAL



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Council of India.

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FOOD FOR THOUGHT

A Historic Meeting

The meeting of the representa-
tives of cashew trade from major
exporting and importing nations
in New York during August 1993
was a historic one. It was the
first time that cashew interests
from all over the world met and
discussed issues of common in-
terest viz pesticide residues,
cashew specifications, packag-
ing, promotion and other related
matters. Frequent meetings of
this kind and exchange of ideas
would be of immense benefit to
all concerned in the cashew in-
dustry the world over.

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The meeting of the Committee of Administration held soon after the Annual General Meeting of the Cashew Export Promotion Council of India, held on 17th November 1993 unanimously re-elected Mr. T.K. Shahal Hassan Musaliar as Chairman and Mr. P. Bharathan Pillai

*Mr. Musaliar, Mr. Pillai
re-elected
Chairman and Vice-Chairman*



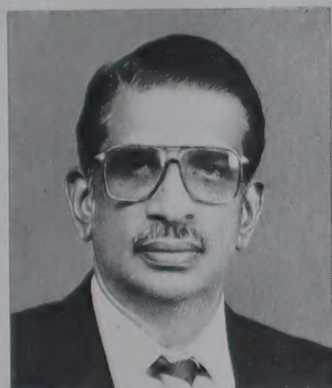
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Chairman



Mr. P. Bharathan Pillai
Vice-Chairman

Industries, Mangalore,
Mr. K. Gopinathan Nair,
K. Gopinathan & Co.,
Quilon,

Mr. J. Rajmohan Pillai,
Jyothi Export
Enterprises, Quilon
and Mr. Victor Olav
Fernandes, Urban
Stanislaus & Co.,
Quilon to the Commit-
tee of Administration
of the Council, filling



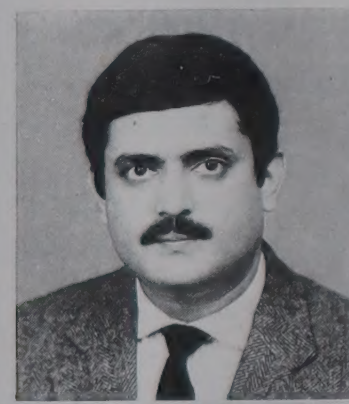
Mr. K. Gopinathan Nair
Committee Member



Mr. G. Giridhar Prabhu
Committee Member



Mr. J. Rajmohan Pillai
Committee Member



Mr. Victor Olav Fernandes
Committee Member

Vice-Chairman respectively
for a further term of office of
one year.

The Annual General Body
had earlier elected
Mr. Giridhar Prabhu, Achal

up the four vacancies
arisen due to retirement
by rotation.



The Thirty Eighth Annual General Meeting of the Cashew Export Promotion Council of India was held on 17th November, 1993, at the conference hall of Gaanam Hotels, Cochin. Mr. T.K. Shahal Hassan Musaliar, Chairman of the Council presided over the meeting. The meeting com-

**COUNCIL CALLS
FOR INCREASED
DOMESTIC
PRODUCTION OF
CASHEWNUTS**

menced with the Chairman's

address. On completion of the normal business of the Annual General Body Meeting, members took part in discussions on the various problems of the cashew industry.

**Need for greater
productivity**

Mr. P.P. Balasubramanian,
Director, Directorate of



Cashew Development explained the different development programmes undertaken in the country. According to him, the country would attain self sufficiency in cashew by 2000 AD. He also described the ambitious programmes planned for new planting, replanting, crop care and production of high yielding varieties of grafted seedlings during the 8th Five year plan period.

Mr. P. Gangadharan Pillai in his speech felt that while on the one hand states like Maharashtra had gone ahead in implementing development programmes and



Chairman addresses the meeting

increasing productivity, Kerala's production had actually gone down. He asked the Council to attract

farmers to cashew cultivation by creating awareness among them about the high returns available if scientific practices of cultivation are followed.

He also wanted an extensive promotion programme to boost cashew consumption. As there would be a sharp increase in global production of cashew in the coming years, without a corresponding increase in consumption the prices were sure to fall.

Problems of the Industry

Mr. Pillai explained the packaging problems being encountered in the global market place and stressed



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1985



1989



1990



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the need for developing a new generation eco-friendly packaging which is acceptable abroad.

He also wanted proper and effective steps to be taken to solve the labour problems at the Cochin Port. Other wise the future of Cochin Port itself and exports from Kerala in general would be affected.

Mr. K.V. Kamaladharan, Managing Director, The Kerala State Cashew Work-

ers Apex Industrial Co-op. Society Ltd. (CAPEX) said that the suspension of Monopoly Procurement Scheme has affected the functioning of the public sector cashew units. If raw cashewnuts are allowed to move out of Kerala, the factories in Kerala will remain closed, he added.

Mr. Pillai exhorted the authorities to set up container freight stations at Quilon and Kuzhithurai or intro-

duce house stuffing of export cargo at the processing centres to prevent pilferage and theft in transit and at port wharves.

Mr. R. Ravi, Desk Officer, Ministry of Commerce said the Cashew industry and cashew exports have good prospects and future if all sectors of the industry work together for its development making full use of the opportunities available at present.

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CASHEW FOR WASTELANDS DEVELOPMENT

(A Report on the regional ministerial meeting of the Southern Zone on Promotion of Cashew Cultivation in Non-forest Wastelands held on 20th October, 1993, at the conference hall of CIFT, Cochin)

With more than 20 countries cultivating cashew and about half of them processing and exporting it, cashew has emerged as a major commodity of international trade.

Cashew is attaining more and more social and economic significance in India. The cashew industry employs more than five lakh workers of which more than three lakh are in processing and exporting and the rest in farming sectors. Over

95% of the workers in the processing and exporting sectors are women, that too from the lower strata of society. There is probably no other organised sector in India which employs 95% women.

Indian Cashew has a large domestic as well as international market. It is being exported to more than 50 countries. In 1992, 53241 MT of cashew were exported bringing in a foreign exchange equivalent of Rs. 745.13 crores. The

cashewnut shell liquid (CNSL), a cashew by product brought in Rs. 3.72 crores worth of foreign exchange during 1992-93.

Among agricultural products cashew occupies the third largest position immediately behind tea and rice and it constitutes 1.4% of India's total exports.

There is a shortage of raw cashewnuts which is limiting exports. The development of cashew processing in raw nut exporting countries is a major



(L to R) Mr. T.K.S.H. Musaliar, Chairman, CEPC, Mr. K.P. Krishnan, Minister For Agriculture, Tamilnadu, Col. Rao Ram Singh, Union Minister of State for Rural & Wastelands Development, Mrs. M.T. Padma, Minister for Rural Development & Fisheries, Kerala



(L to R) Mr. K. Jana Reddy, Minister for Agriculture, Andhra Pradesh, Mr. A. Krishnappa, Minister for Horticulture, Karnataka, Mr. M.P. Keshava Murthy, Minister of State for Forests, Karnataka, and Mr. T.K. Shahal H. Musaliar, Chairman, CEPC, addressing the meeting.

threat to Indian cashew kernels as we are importing from these countries in Africa and South East Asia to offset our lack of production. We have to become self-sufficient in raw cashewnuts. Although we have the technology and manpower to do it, land ceiling laws are proving a big hurdle. Since the price of cashew has gone up over the years, cashew cultivation has become a remunerative occupation.

The Cashew Export Promotion Council of India (CEPC) - the national organisation vested with the responsibility of developing the export of cashew kernels and allied products - has been impressing upon all concerned, the advantages of

increasing rawnut production within the country.

The Council was eagerly looking to the Department of Wastelands Development, formed by the Government of India in July 1992, with a mandate to take up suitable development of non-forest wastelands with people's participation. The importance of this Department can well be realised from the fact that out of the total land mass of 330 million ha. available in India, 130 million ha. comprised of wastelands. Out of this about 35 million ha. is degraded state forest lands. Development of forest lands is the responsibility of the Ministry of Forests and Environment. It is the responsibility of the Department of

Wastelands Development to develop the balance 95 million ha. of non-forest wastelands.

Cashew having a very good root system and excellent canopy is highly suitable for wasteland development in as much as it controls soil erosion and degradation of land. The Council took up with the Department of Wasteland Development, through the Ministry of Commerce, the proposal to raise cashew plantation in suitable wastelands, since it would generate rural employment both in farms and factories, substitute import of raw nuts and will bring in more foreign exchange for the nation.

Col. Rao Ram Singh, Hon'ble Union Minister of State for Rural



and Wastelands Development, accepted our suggestion and responded most favourably to the request of the Council and the Ministry of Commerce and convened a meeting of the Ministers and senior officers of the cashew growing States of Kerala, Karnataka, Andhra Pradesh and Tamil Nadu. The extent of wasteland available in these States are: Kerala: 1.27 Million ha., Andhra Pradesh: 11.4 Million ha., Karnataka: 9.20 Million ha. and Tamil Nadu: 4.4 Million ha., making a total of 26.27 million ha. He suggested that a large area of suitable wasteland can be developed as cashew plantations using the funds available with the Department of Wastelands.

The meeting discussed the problems that may come up while developing non-forest wastelands through cashew cultivation. The meeting suggested that cashew plantations may be exempted from the land ceiling limitations in all the cashew growing States so that large scale plantation can be raised in wastelands.

Research institutions have developed technology in soft wood grafting for cashew suitable for different soil and climatic conditions and have developed scientific package of practices for cashew.

The consensus arrived at the meeting was that voluntary organisations, State owned

corporations, non-governmental organisations like co-operative societies, colleges, farmers' associations, etc. may start at least pilot projects utilising the funds available from the Department of Wastelands Development as early as possible.

INAUGURAL SESSION

Mr. T.K. Shahal Hassan Musaliar, Chairman, Cashew Export Promotion Council of India in his welcome address impressed the need for developing the wastelands through cashew cultivation since cashew offered immense rural employment opportunities coupled with foreign exchange earning capacity.



The Meeting in Session, Mr. M.P. Keshava Murthy, Minister of State for Forests, Karnataka, addressing the Session.

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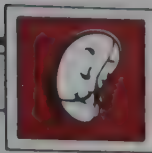
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Dr. K.G. Nayar, Chief Executive & Secretary of the Cashew Export Promotion Council of India detailed the chain of events which led to convening this Regional Ministerial Meeting.

Ms. M.T. Padma, Hon'ble Minister for Fisheries and Rural Development, Government of Kerala presided over this meeting. In her presidential address she stressed the prominent role Kerala played in the Indian cashew scenario and mentioned that Kerala

is very much enthusiastic in the development of cashew. She pointed out that cashew being an eco-friendly tree, is quite suitable for development of non-forest wastelands.

Col. Rao Ram Singh, Hon'ble Union Minister of State for Rural and Wastelands Development inaugurated the Seminar. He briefed the necessity for developing the wastelands spread over different States and

explained the financial and technical assistance rendered by the Department of Wastelands Development, Government of India. In his speech he appealed to all the States to take earnest efforts to develop the wastelands available in the States utilising the funds and technical assistance rendered by the Department of Wastelands Development, Government of India.



Distinguished participants at the meeting.

Mr. K. Jana Reddy, Hon'ble Minister for Agriculture, Government of Andhra Pradesh in his speech detailed the difficulties encountered by Andhra Pradesh in developing non-forest wastelands through cashew cultivation. He mentioned that if there was a centralised agency to co-ordinate the various functions now being carried out by different departments and organisations it would catalyse the develop-

ment of cashew.

Mr. A. Krishnappa, Hon'ble Minister for Horticulture, Government of Karnataka narrated the steps so far taken by Government of Karnataka for developing cashew cultivation and the efforts taken by Government of Karnataka to rejuvenate the wastelands. He assured that he will take up

with the Government of Karnataka the proposal to get cashew farms exempted from the purview of land ceiling laws. He expressed the hope that since the Government of

Maharashtra have already taken steps in this direction, there may not be any difficulty for Government of Karnataka to follow suit.

Mr. M.P. Keshava Murthy, Hon'ble Minister of State for Forests, Govt. of Karnataka, mentioned that if saplings are used instead of seedlings the gestation period of cashew can be reduced from 6 to 3 years. He pointed out the need for



making available high yielding variety cashew saplings to the prospective farmers. He pointed out that the Karnataka State Cashew Development Corporation Ltd., a joint project of the Government of India and Government of Karnataka can undertake cashew cultivation in wastelands provided adequate funds and reasonable price for the produce are assured. He also stressed the need for a national board for cashew on the lines of Coffee Board, Rubber Board or Coir Board.

Mr. K.P. Krishnan, Hon'ble Minister for Agriculture, Government of Tamil Nadu mentioned that as far as Tamil Nadu is concerned cashew was not a

remunerative crop since it had a very low productivity compared to the other States. He was of the opinion that people would come forward to take up cashew cultivation only on proving that it was a remunerative crop. High yielding varieties of sapling have to be supplied to farmers at subsidised rates and varieties suitable for different agro-climatic conditions evolved.

Mr. P. Gangadharan Pillai, former Chairman of the Cashew Export Promotion Council of India proposed the vote of thanks. He was of the opinion that it is not at all a difficult thing to earn foreign exchange equivalent of Rs. 5000 crores per

annum in a period of 5-6 years if proper attention was given for development of raw cashewnut cultivation in India.

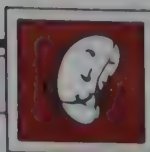
TECHNICAL SESSION

Col. Rao Ram Singh, Hon'ble Union Minister of State for Rural and Wastelands Development presided over the Technical Session held in the afternoon.

Dr. K.G. Nayar, Chief Executive & Secretary of the Cashew Export Promotion Council of India pointed out that the research institutions in India have developed more than 25 high yielding cashew varieties adaptable to different agro-climatic and soil conditions. According to him, we now have



Distinguished participants at the meeting.



the know-how, we have the technology, we have the land. What we lack is a national agency to co-ordinate and effectively implement the schemes sanctioned and distribute the amount allotted by Government of India for cashewnut development. So far nothing worthwhile has been done to develop the post harvest technology and as a result there is substantial loss of precious raw material. The loss of foreign exchange is heavy due to deterioration of the quality of raw nuts due to rain damage, improper storage, etc. He

appealed to the meeting to recommend action on the lines mentioned in the background paper under the heading "Suggestions to ensure promotion of large scale plantations in wastelands-policy issues, possibilities and initiatives".

Mr. Ranjit Issar, Joint Secretary, National Wastelands Development Board mentioned that the Board is implementing 3 types of schemes.

(1) Integrated Wastelands Development Projects Scheme

This scheme is implemented in Andhra Pradesh, Karnataka and Kerala, to develop a whole watershed. The privately owned land coming within the defined area is taken care of. The Board grants an assistance of Rs. 8000/- per hectare under the scheme for wastelands development. It would be difficult for

Wastelands Development Board provides 100% financial assistance under this Scheme. Universities, Co-operative Societies, Colleges, Corporate bodies, Corporations, etc are eligible for assistance. This is to develop both private and government land. The per hectare grant for public institutions is Rs. 9,725/- and for private land it is Rs. 5,550/-. Within a short period

eligibility for private land may be increased substantially.

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Distinguished participants at the meeting.

taking cashew on small lands under this scheme, but if taken on a contiguous basis cashew also can be grown under this scheme. It will generate rural employment both in plantation and processing units. Cashew being a perennial crop having a life span of about 50 years, having good root system and canopy, will prevent degradation of land.

(2) Grant-in-aid Scheme

NABARD or any financial institution for taking up any plantation is eligible for 25% of the project as grant from Wasteland Development Board. 25% of the project cost or Rs.25 lakhs has to come from the sponsor whichever is less. Under the scheme funds are directly released to the banks involved.

He was of the opinion that cashew plantation can be increased in wastelands under

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any one of these schemes.

Ms. Neela Gangadharan, Secretary, Department of Agriculture, Government of Kerala in her address pointed out that Plantation Corporation of Kerala Ltd. has 6000 ha. under cashew. As far as Kerala is concerned cashew has been the poor man's crop. Now there are around 1 lakh hectares under cashew in Kerala. The productivity is 900 kg. per hectare. Cashew development has been given prominent concern by Kerala under different agricultural schemes. The main hindrance in development of cashew is the competition from rubber. Rubber has been its competitor for decades.

In fact the advantage of rubber are the subsidy available for it, posing greater competition for cashew. More area has gone for rubber cultivation. On equal consideration perhaps cashew can come up.

In Kerala there is a programme for giving free saplings to the farmers along with the cost for planting @ Rs. 3/- per plant. In addition there is a scheme for pest control, for cashew as well as for other crops. The Government of India have a scheme for management of cashew plantations. Kerala has focused on cashew also. But regarding

wasteland in Kerala, as far as the agricultural census indicates there are 96,000 hectares of cultivable land. This may include forest lands also. Of this we have to assess the extent of land that can be earmarked for cashew cultivation. Kerala may not have much more area.

Hence only limited area expansion will be possible and so increasing production and productivity appears practical. As rightly pointed out by the Joint Secretary, whatever publicity and persuasion may be there, the farmers will take up cultivation only if assured that the price would be economical. Farmers in Kerala are more flexible and they want higher income. So the price is the prime deciding factor as to what crop they go for. In Kerala there is an investment promotion scheme.

The Plantation Corporation of Kerala Ltd. have 6,000 ha with them under cashew. Their plantations are not very well maintained, probably due to financial and other problems. Some projects can be drawn up by them and taken up with the assistance from Department of Wasteland Development.

Mr. R.C. Panda, Secretary, Agriculture Department, Gov-

ernment of Tamil Nadu pointed out that this was a unique meeting, in the sense that normally separate meetings are taken for wastelands development, cashew etc. The Union Minister has taken up all the points, combined and integrated them. The Hon. Minister Shri K.P. Krishnan has given an outline of the various types of problems Tamil Nadu has been facing. In Tamil Nadu there are 4-5 schemes for wastelands development. They are mainly watershed projects. With World Bank assistance all over the State the integrated watershed projects are implemented. In all these projects, cashew has got least priority, because cashew has not yet got popularity as an economic crop, in the absence of good genetic planting material. Cashew is mainly grown in marginal lands of low fertility. The productivity of cashew in Tamil Nadu is very low. At least 50% of the existing plantations have to be replanted with new high yielding variety. A sub-centre of the NRCC has to be opened in Tamil Nadu, to make available quality planting materials to the farmers at reasonable cost in time and if it is in South Arcot District it would be welcome. In Tamil Nadu 90,000 hectares of waste-



lands are available. Annamalai University has submitted a Research project where cashew figures prominently. The Hon. Union Minister may take initiative to grant necessary funds to them. Coastal eco-management scheme is there where cashew is on the outline. Second is mango and the third is coconut. Tamil Nadu has prepared a scheme costing Rs. 150 crores for wastelands development. Financial assistance is being sought from various agencies. Wastelands Development Board may help Tamil Nadu for that. It is necessary to develop package of practices also for cashew, then only it can become economic and attractive. Neem cake and neem oil are costly and it is doubtful whether the poor farmers could afford it. Economically viable remedies are to be found out for the diseases of the cashew trees so that poor farmers could put them into practice.

Mr. P.P. Balasubramanian, Director, Directorate of Cashewnut Development briefly mentioned about the progress so far made in the research on cashew. He also cautioned that selection of land for cashew cultivation should be

after careful evaluation.

Mr. U.T. Alva, IFS, Special Secretary to Government (Forest) and Ex-officio Chairman, Karnataka State Cashew Development Corpn. Ltd., Bangalore, explained the role of the Karnataka State Cashew Development Corpn. Ltd. and their efforts to spread cashew cultivation. He also narrated problems encountered by the Karnataka State Cashew Development Corpn. Ltd., in furthering planting of cashew.

Mr. Ajay Kumar, District Collector, Palakkad, detailed the wasteland development project now taken up in Palakkad district. He also put forward certain suggestions for planting cashew in tribal areas.

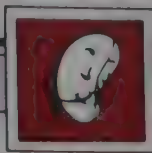
Dr. M. Aravindakshan, Director, Research, Kerala Agricultural University, Mannuthi, explained the necessity for intensive research on cashew. He requested for grant from Wasteland Development Department to undertake research in cashew. Mr. Ravindra Singh, Director, Ministry of Commerce, explained the stand of the Ministry of Commerce in the matter of development of cashew, the utilisation of waste-

land and the funds available through the Department of Wastelands Development.

Mr. P. Naganand, Additional Director of Horticulture, Government of Andhra Pradesh in his paper explained the role played by Andhra Pradesh both in production and processing of cashewnut. He also suggested the measures to be taken up for increasing the income of cashew farmers.

Col. Rao Ram Singh, Minister of State for Rural and Wastelands Development in his concluding remarks mentioned that from the discussions he felt that cashew is an ideal crop for development of wasteland in the Southern States of India. He said that pilot projects may be started as early as possible at least in one district each in the Southern States.

Major General P.N. Menon, Chairman and Managing Director, Plantation Corporation of Kerala proposed the vote of thanks. He briefed the cashew development projects undertaken by Plantation Corporation of Kerala Ltd. and the problems they encountered in cashew development.



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CEPC, Mr. P. Gangadharan Pillai, Former Chairman and Member, Committee of Administration, CEPC,

Quilon, Dr. K.G. Nayar, Secretary, CEPC, Mr. P.V. Narayanan, Director, Indian Institute of Packaging

A HISTORIC CASHEW MEETING AT NEWYORK

markets, The Cashew Export Promotion Council of India sponsored two delegations during the year, 1993-94.

The Association of Food Industries, New York, organised joint meetings of cashew exporters from India, Brazil, Mozambique and importers from the US, Canada and Europe at New York Palace Hotel on 17th, 18th and 19th August, 1993. Probably, this was the first meeting in which so many exporters from cashew producing countries came together with importers to discuss matters of common interest.

A nine member delegation consisting of Mr. T.K. Shahal H. Musaliar, Chairman,

Mr. G. Giridhar Prabhu, Member, Committee of Administration, CEPC, Mr. N. Jayaprakash, Member, Committee of Administration, CEPC, Mr. M. Madhavaraya

To maintain and develop contacts with foreign buyers and to expand our own markets, The Cashew Export Promotion Council of India sponsored two delegations during the year, 1993-94.

Prabhu, Cashew Exporter, Manga-lore, Mr. Anu.S. Pillai, Cashew Exporter,

Bombay and Ms. N. Anandavally, Assistant Director, Export Inspection Agency, Cochin attended the Conference. In addition, Mr. A.S. Punia Deputy Consul General of India, Mr. Anil Trigunayat, Consul and Ms. J. Ahuja, Attache Commercial from the Consulate General of India, Mr. R. Ganapati, Resident Director, MPEDA, New York and Mr. P.L. Hasija, Branch Manager, STC of India, New York also attended the conference.

The decision to hold this conference was made at the First International Cashew Seminar and the Third World Treenut Convention, held in Brazil during May, 1992. The five member



delegation sponsored by the Council and headed by Mr. P. Gangadharan Pillai was able to impress upon the Cashew industry the necessity for undertaking generic promotion of cashew on a global basis to increase consumption. This was all the more necessary in the context of the doubling of world cashew production by the turn of the century.

In the meetings held at New York issues related to pesticide residues, use of lead free solders in tin containers, flexible packaging, cashew specifications and promotion of cashews came up for discussions. Activities regarding pesticides usage, monitoring and classification of pesticides were dealt with in great detail during the discussions in order to thrash out any problems that may arise due to regulations in different countries.

The consumers all over the world have become aware of the serious implications of pesticide residues in food. The majority of

importing countries, especially USA are very stringent in this matter and if any imported cashew has any contamination that exceeds tolerance limits or a residue of pesticide not in the approved list, not only that consignment will be sent back, future shipments from that shipper will have to undergo comprehensive checks before entering the market.

New packaging laws from importing countries have also become a problem for exporters. Many states in USA have banned the use of heavy metals like lead,

cadmium and chromium in food packaging. In order to diffuse waste disposal problems, the Government of Germany has promulgated a new Packaging Ordinance by which, only environmentally friendly materials which do not prejudice the recycling of materials should be used for packing.

Packaging of cashews in containers with lead free solders and developing cost effective flexible packaging containers were also discussed.

A review of the cashew specifications was done.



The Meeting in Session



Besides, the need for adoption of a worldwide uniform cashew specification was also examined.

As per present indications the global production of raw cashewnuts would double by the turn of the century. As many as 22 countries are engaged in the cashew production and trade with some of them taking up intensive cultivation. This is one area which has prospered inspite of the recession which started at the beginning of the decade. However the unit price of cashew has stagnated during the last few years. To avoid further fall in prices of cashew kernels, and to increase consumer demand, aggressive marketing programmes are needed.

The anti-fat programme being waged by the US Government to bring down the consumption of fat in the US diet should motivate the cashew trade to do a promotion programme of their own. Cashews are perceived as a high fat product in USA and steps



Indian Delegates at the Meeting

have to be taken to prevent the cutting out of cashews from the people's diet. The fact that 82% of the fat content in cashew is unsaturated fatty acid devoid of cholesterol is to be made known to the public at large as a unique selling proposition in this context. The delegates who attended the conference felt that cashew should be promoted as a natural, nutritious and healthy food with new uses in the bakery, candy, dairy and cereal products.

M/s. Golin/Harris Communications, USA presented a Public Relations

Programme for promotion of cashew in USA for consideration.

While returning from USA, a team consisting of Mr. M. Madhavaraya Prabhu and Dr. K.G. Nayar visited the Netherlands, Switzerland and Sweden to study these markets.

A dissemination seminar on the discussions/observations/findings of the cashew delegation/Market Survey Team to USA, Netherlands, Sweden and Switzerland was organised at Quilon on 15th September 1993, for the benefit of members of the Council.

CASH
IN  **ON**

 **OUR**
CASHEWS



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CEPC PARTICIPATES IN FINE FOOD & ANUGA '93

Fine Food, the Australian International Food, Drink and Equipment Exhibition conducted every year is the largest international exhibition of its kind in the Oceanic zone.

The Cashew Export Promotion Council of India (CEPC) participated in Fine Food '93 held at Darling Harbour, Sydney, from 5th to 8th September '93. The Council was the only

organisation from India which participated in this Fair, this year. The other countries which participated in this International Fair included USA, Greece, Italy, Spain, France, Thailand, Switzerland and Malaysia. This is the first time that the Council has participated in an International Food Fair in

Australia which is a market with the best potential for Indian Cashews, in the Oceanic zone.

The Council displayed different grades of cashew kernels, a model cashew tree

Ms. U.Indira. A large number of visitors were attracted to the stall and lots of enquiries were received as to the sale of Indian Cashew in bulk as well as in consumer packs. There were enquiries

also for different value added forms of cashew, cashew butter, cashew oil and cashew slivers.

This fair provided CEPC an opportunity to understand the consumer preferences, taste, emerging trends in

products and packaging and the consumer perception of the product in the Oceanic region. At the Media Tasting Party, hosted by the Exhibition Organisers, Indian Cashews were an item feasted upon and received rave appreciation from the media.



Council's stall at Fine Food, Sydney.

and photographs on cashews at the stall. Free samples of salted and plain cashew kernels were distributed along with brochures highlighting the nutritional value of cashew.

CEPC was represented at Fine Food '94 by its Export Promotion Officer

The fine art of Cashewnut processing. It is a delicate task: careful handling, moisture control, perfect roasting and what not. A wrong step at any stage and you have a mountain of broken or over-scorched, discoloured kernels on your hand. Till now, you, the Cashewnut processor had taken it as a part of the whole game. Something you just cannot control. Not any more. Now here is a drier that revolutionises cashew processing. The APNA Cashew drier. It makes Cashew drying as simple as putting the tray in and taking it out. APNA-drier provides constant and controlled heat, thus removing the possibility of scorching

and discolouration of kernels. No shifting or turning of the kernels required. The result: brighter plus whiter Cashew kernels with more market value and very few broken. And all this within a short span of 1½ hours. The whole process is controlled by an electronic controller with indicating meter, neon indicators and timer fitted with automatic alarm and switch-off controls. Adjustable dampers, with provision for air-inlet filtration are also provided. The construction is rugged and suitable for heavy duty work. Reduce the fuel bill, increase labour productivity, get better process hygiene and recover investment in just 3 months.

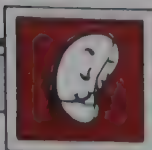
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 Tel: 77224



The Council also participated in the ANUGA World Food Market, Cologne, Germany. This biennial event meant exclusively for traders, exporters, importers and busi-

nessmen, has emerged as one of the largest food fairs in recent times. Spread over a display area of 2,60,000 sq.m it attracts more than 3 lakh trade visitors and about 6500 exhibiting companies from 90 countries the world over. ANUGA has become indispensable as a global marketing venue for organisations involved in the international food industry.

The ANUGA World Food Market was held from 9th to 14th October, 1993. Besides the Council, 22 other Indian firms including Government organisations like Spices Board, Coffee Board, Tea Board and Agricultural Products Export Development Authority put up stalls



At ANUGA '93

in the India pavilion. The participation of all these organisations were coordinated by the India Trade Promotion Organisation.

The Council exhibited photographs and products associated with cashew at the stall which attracted a large number of visitors. Besides free samples of roasted, salted and plain cashew kernels, the Council distributed brochures highlighting the nutritional and health value of cashew and T-shirts with German slogans on cashew.

The general consumer reaction at the Fair showed that Indian Cashew enjoyed a better consumer preference for its taste and freshness

and commanded a premium price over cashews from other parts of the world. It was also noticed that Europeans who are more health conscious preferred unpeeled

cashewnuts as they felt it was more natural. A number of enquiries were received as to the sale of Indian Cashew in bulk as well as in consumer packs. There were enquiries also for cashew butter, cashew kernel oil and unpeeled cashew.

The Council's participation besides giving an opportunity to study preferences of consumers from other countries also helped greatly in exploring the hitherto untapped markets like South Africa and Greece.

Ms. Sree Rajmohan, Trade Information Officer, represented the Cashew Export Promotion Council of India at ANUGA '93.



The Cashew Export Promotion Council of India conducted the first of its series of Seminars on Total Quality Management in Cashew Processing at Quilon (Kerala) on 25th January, 1994. More than fifty Managers and supervisors attended the Seminar representing Cashew factories. They were taught different aspects like good manufacturing practices, upkeep and cleanliness of factories and personal hygiene. Three booklets on "Quality improvement in Cashew Processing" were distributed to the delegates at the seminar.

The Seminar was inaugurated by Mrs. Lida Jacob IAS, District Collector of Quilon. Mr. P.K. Aravindan, Consultant, Kerala State Productivity Council, Kalamassery and expert on Quality Management, Mr. K.K. Asokan, Mr. V.P. Nair,

Mr. S. Gopalakrishnan, Deputy Directors, Export Inspection Agency, and Dr. K.G. Nayar, Chief Executive and Secretary of the Council were the faculty members. The Council proposes to conduct similar seminars in Kuzhithurai

(Tamilnadu) and Mangalore (Karnataka) during March & July 1994 respectively.

As a part of quality improvement programmes, the Export Inspection Agency, Cochin, conducted three in-house worker's training programmes on "Good Manufacturing Practices in Cashew Processing Units" recently. These training programmes were held at M/s Asiatic Export Enterprises, Kureeppally, Quilon, M/s Lakshman & Company, Keralapuram, Quilon, and

SEMINARS ON QUALITY UPGRADATION



A view of the in house training programme in a cashew processing factory



Mrs. Lida Jacob, District Collector, Quilon inaugurates the seminar

-Continued on page no. 31-



INCREASED EXPORT OF INDIAN CASHEW KERNELS IN 1992-93

A few facts come to light if you look at the figures given below. There has been a dramatic swing from 1990-91 to 1992-93 as far as the country with the largest amount of imports from India is concerned. The erstwhile Soviet Union headed the list in 1990-91, consuming almost twice the amount that the rest of the countries put together did (see figures). The Netherlands and USA came second and third respectively. With the disintegration of the Soviet Union, USA is now heading the list with Netherlands a distant second. This inspite of the anti-fat campaign of the US Government, which has had an adverse effect on the perception of cashew in America. By the same token there has been a shift from East Europe to America as far as the zone with the most import from India is concerned.

The problem areas could be the two Asian and Occanic zones where the quantity exported in 1992-93 is less than that in 1991-92. The reason for this slump could be that countries like Vietnam and Indonesia which lie in these zones have started exporting processed cashew. It also implies a need for more promotion in these areas, especially as the proportion of export to population is very poor compared to countries in the European and American zone.

The following are the export figures for the three years 1990-91, 1991-92 and 1992-93:

Q = Quantity in M. T.

V = Value in Rs. (000)

Countries	1990-91		1991-92		1992-93	
	Q	V	Q	V	Q	V
1. American Zone						
Canada	208	17695	326	44704	572	78791
U.S.A	6785	571080	14387	1997980	24487	3254689
Others ¹	0	0	16	2680	60	9579
I Total	6993	588775	14729	2045364	25119	3343059

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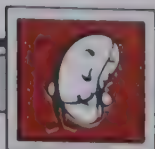
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Q = Quantity in M. T.

V = Value in Rs. (000)

Countries	1990-91		1991-92		1992-93	
	Q	V	Q	V	Q	V
II. European Zone						
<i>(a) East Europe</i>						
Czech Rep.	770	72639	1815	238505	150	22715
Poland	1680	158776	0	0	0	0
Rumania	0	0	0	0	0	0
C.I.S.(Erstwhile USSR)	21349	1892286	2903	357630	46	6247
Others ²	19	2963	2	372	1	227
II (a) Total	23818	2126664	4720	596507	197	29189
<i>(b) West Europe</i>						
Belgium	0	0	8	1452	0	0
Greece	0	0	44	7085	6	1079
France	2	254	55	7538	123	13151
German F. Rep.	1594	141657	910	145862	1010	139924
Italy	35	3316	72	8589	60	9629
Netherlands	7648	656565	11800	1696992	11586	1685370
Norway	0	0	15	2498	0	0
Portugal	2	226	16	2223	65	10119
Spain	4	377	62	10041	117	17165
Switzerland	15	1585	30	4712	15	2415
U.K	594	48242	1654	235028	3908	567820
Others ³	10	1056	41	6472	45	6930
II (b) Total	9904	853278	14707	2128492	16935	2453602
II (a) + (b) Total	33722	2979942	19427	2724999	17132	2482791



Q = Quantity in M. T.

V = Value in Rs. (000)

Countries	1990-91		1991-92		1992-93	
	Q	V	Q	V	Q	V
III. African Zone						
III. Total 4	6	927	20	2734	8	1059
IV. West Asian Zone						
Bahrain	128	9518	122	13485	114	12841
Israel	47	4909	179	28094	460	74051
Kuwait	85	8408	147	21666	164	25591
Lebanon	0	0	120	20023	44	5453
Oman	4	328	23	3657	7	1016
Qatar	0	0	7	1511	2	367
Saudi Arabia	16	1420	249	36298	225	28341
Turkey	31	3409	75	12335	0	0
U.A.E	553	53891	1531	209003	1147	167153
IV. Total	864	81883	2453	346072	2163	314813
V. Oceanic Zone						
Australia	1340	120769	2479	354861	1920	275421
New Zealand	114	10968	168	24559	235	35298
V. Total	1454	131737	2647	379420	2155	310719
VI. South East & Far East Asian Zone						
Hong Kong	1124	116408	1446	208143	1133	171034
Japan	3833	358716	4463	640344	3843	555920
Korean Republic	61	5497	116	16627	82	12657
Malaysia	55	4216	33	4328	46	5135



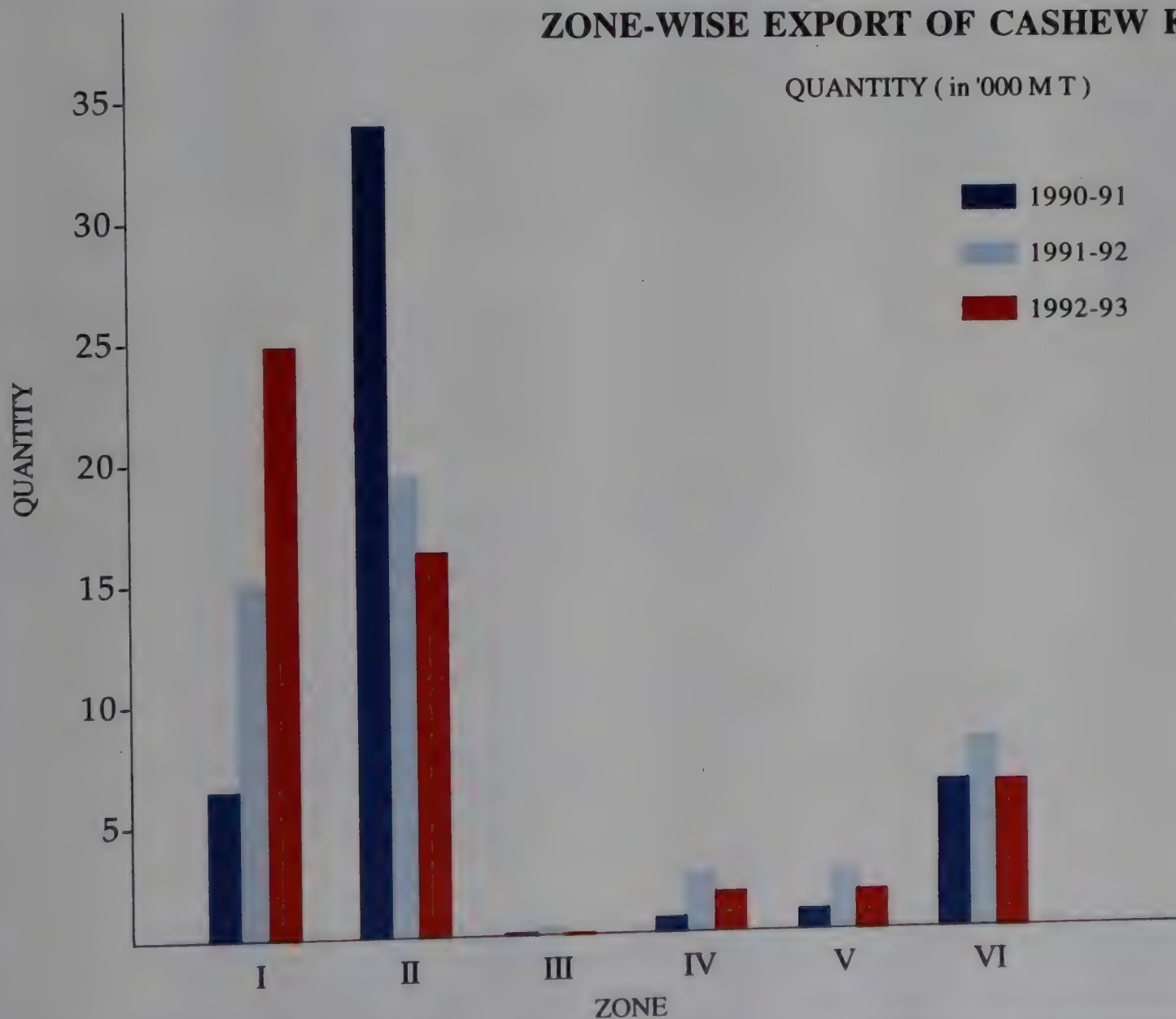
Q = Quantity in M. T.

V = Value in Rs. (000)

Countries	1990-91		1991-92		1992-93	
	Q	V	Q	V	Q	V
Nepal	10	977	4	370	0	0
Singapore	1507	128804	1794	237042	1340	195565
Sri Lanka	23	2337	96	12166	0	0
Chinese Taipei	139	13662	451	64414	409	61509
Other5	83	8511	59	8862	6	632
VI. Total	6835	639128	8462	1192296	6859	1002452
Total exports	49874	4422392	47738	6690885	53436	7454893

ZONE-WISE EXPORT OF CASHEW KERNELS

QUANTITY (in '000 M T)



THE KERALA STATE CASHEW DEVELOPMENT CORPORATION LTD

(A Kerala Government Undertaking)

(Trading House - Recognised by Government of India)

Cashew House, Mundakkal, P.B. No.13, Quilon -1.
Phone : Office - 75271, 75272, 75273 (PBX Three Lines)
Grams : 'KASUVANDI' ● Telex : 0886-204, 0886-330
Fax : 0474-70557 ● Chairman : Office - 76008
M.D. : Office - 75954 & 76594 ● Res - 323 (Paravur)

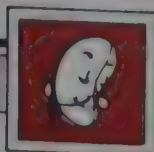
WE SERVE THE
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- by being the largest exporter of Cashew Kernels.
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- by earning more than Rs.120 Crores in Foreign Exchange.
- by being a Model Employer.

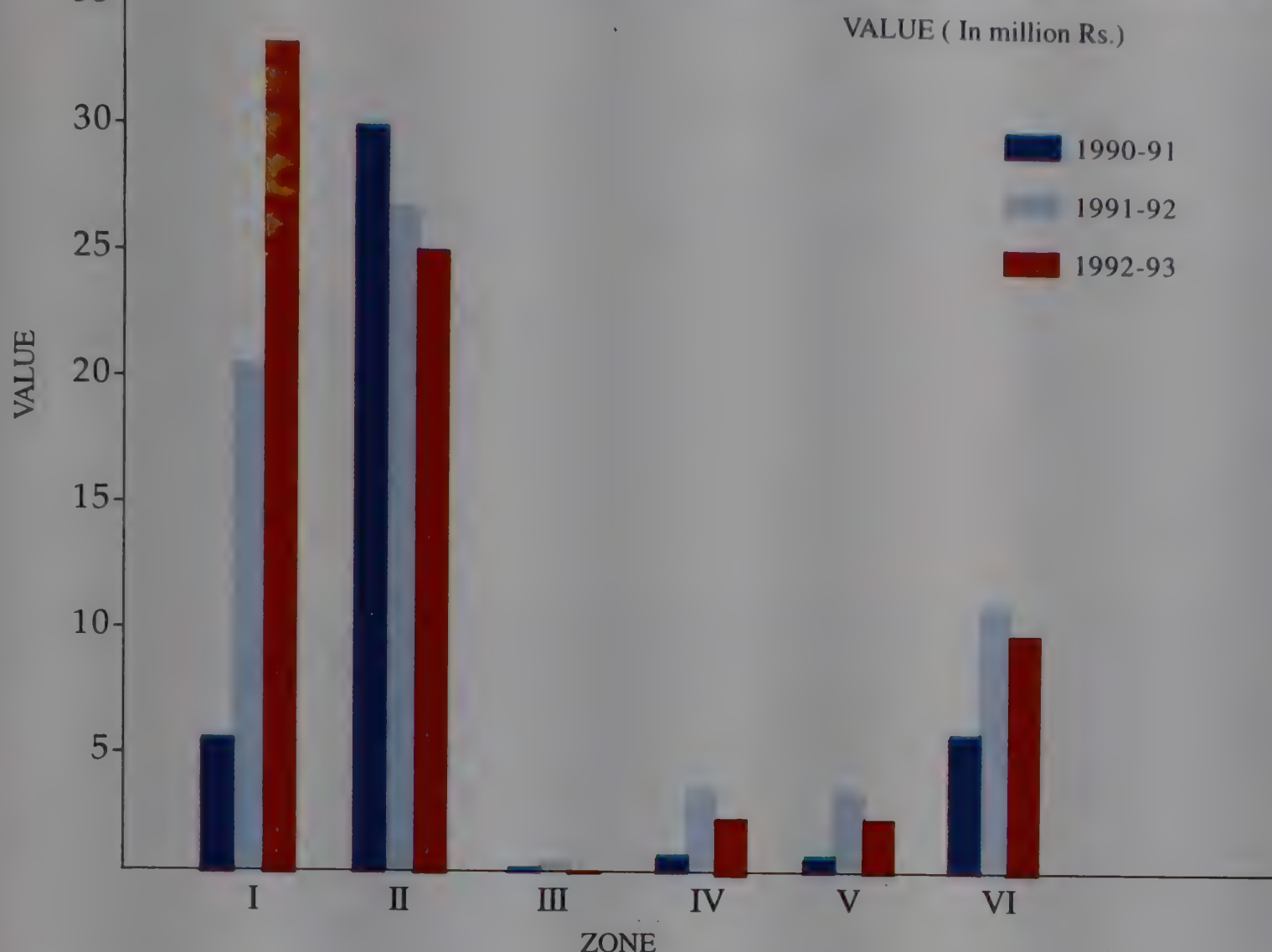
Our Tannin Extraction Unit:

Cashew testa is processed, Tannin is extracted and marketed in large scale as CASHTAN.

CASHW
FOR HEALTH ♦ FOR WEALTH ♦ FOR PROSPERITY



ZONE-WISE EXPORT OF CASHEW KERNELS



'Others' in the above table as graphs comprise the following countries.

1. Bahamas, Mexico, Bermuda, Panama, Brazil, Norfolk Is., Chile, Honduras, Venezuela

2. Yugoslavia, Hungary

3. Cyprus, Denmark, Sweden, Austria, Finland

4. Egypt, Zaire, Djibouti, Swaziland, Tanzania Rep., Zimbabwe, Seychelles, Canary Islands, Libya, Ethiopia, Mauritius, Mali

5. Brunei, Korea DPR, Male, Bangladesh, China P. Rep., Thailand, Macao

Source : D.G.C. I & S., Calcutta & Customs Houses

(Continued from page 24)

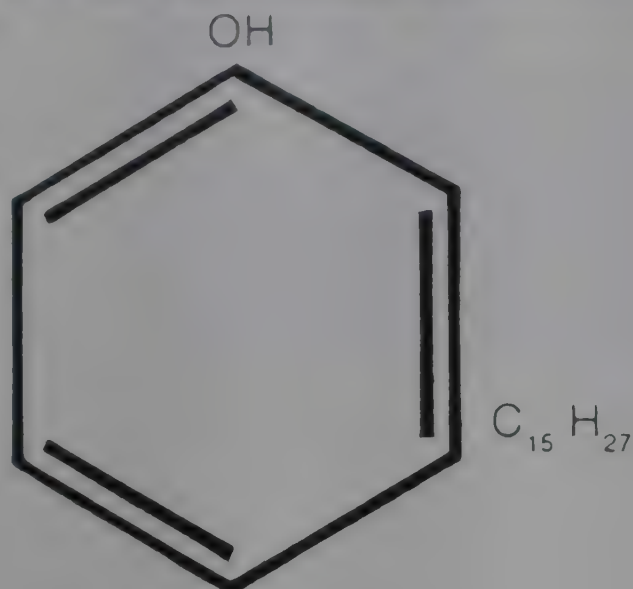
M/s St. Gregorios Cashew Industries, Puthoor, on 30th November, 1st December and 8th December, 1993 respectively.

Various subjects like infestation, insecticidal contamination and bacterial action in

Cashew Kernels and its control measures were elaborately explained by a group of experienced officers from the Export Inspection Agency. The training courses were well attended. Workers from different processing sections, supervisors, manag-

ers and the concerned exporters were present. The EIA is also planning to conduct such programmes in other cashew progressive factories in India, with a view to further improve the quality standards of Indian cashews.

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KANNUR

A CENTRE OF TRADE FOR RAW CASHEWNUTS

Kannur, (earlier known as Cannanore) is one of the most important coastal towns of Kerala. It lies 93 kms north of Kozhikode (Calicut) and was once a premier port of ancient Kerala. Early Greek, Roman and Arab travellers talk about different ports like

Tindis, Muziris, Noura and Barace. Of these, according to some historians, Noura is the present Kannur.

Marco Polo has referred to Kannur as a great Emporia of spice trade. Pepper, Cardamom, Sandal wood, teak and rose wood and other natural produce were transported to different countries of the world. The town was

the capital of North Kolathiri Rajas for many centuries. The palace of Kolathiri Raja can be seen even now at Chirakkal, six kms from Kannur.



A fully grown Cashew tree

According to one version, in the 12th or 13th century, Aryankulangara Nair, the prime minister of Kolathiri, fell in love with a girl from the Royal family. The Raja gave Kannur and the neighbouring areas as dowry at the time of the wedding. Nair converted to Islam and ruled Kannur under the

name Ali Raja. As the oldest member of the family ruled the kingdom there were many female rulers too. The women rulers were known as Arackal Beevis. Through

the ages Ali Rajas had extensive trade links with foreign countries including the Portugese, Dutch and the English. He also had monopoly over the

sale of pepper and other spices produced in Northern Malabar.

Vasco da Gama got down at Kannur in 1498. The Kolathiris welcomed him and got into trade contracts with him. On a later visit he cemented the pact and got into an agreement to have pepper and spices at the



same price as he was getting it from Cochin. In 1505 AD the first Portuguese Viceroy built St. Angelo's Fort at Kannur.

But progressively the Kolathiris got disillusioned with the Portuguese policies. They got into an agreement with the Zamorins to fight the Portuguese. The fight that followed went on for four months. By that time the Portuguese domination of the seas was on the wane and the Arabs got more and more trade.

The Portuguese sent for replenishments. Dacunha, with an army of 11 ships and 300 people defeated the combined forces of Zamorin and Kolathiri. With it the Arabs lost their trade with these states. The Portuguese position soon started weakening. Vasco da Gama came again in 1524 and put Zamorin's Commander Mir Hassan in dungeons and their foremost position in trade was restored.

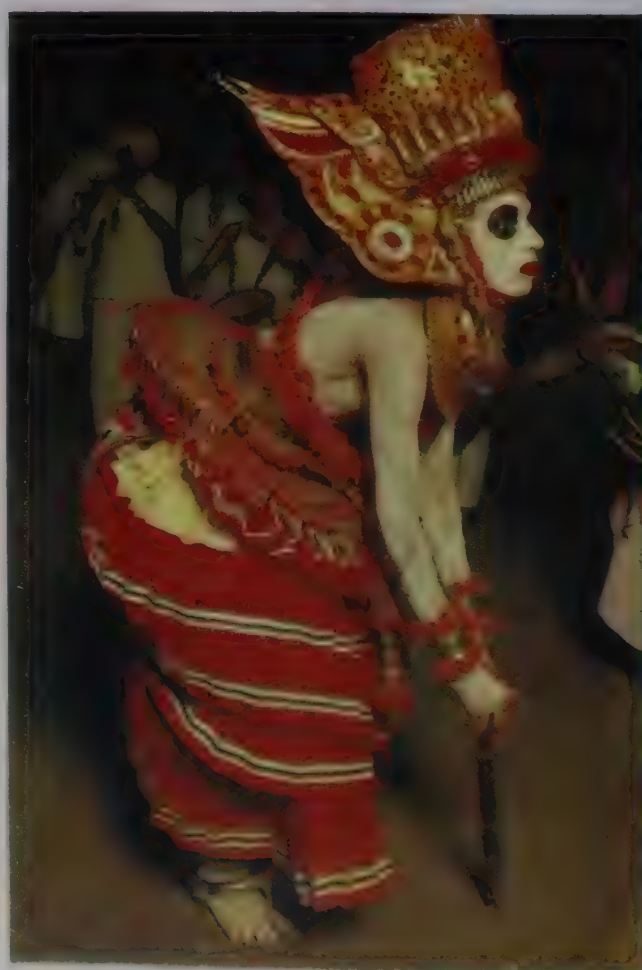
Many more struggles took place between the Portuguese and the Zamorin, with the Arabs on the side



Raw Cashewnuts

of the Zamorin, trying to establish supremacy over the seas. In these efforts the Rajas of Kolathiri aided the Portuguese and Zamorin alternatively. Then the Dutch came to the shores of Kerala.

In 1663 the Dutch entered



Theyyam - a folk dance of Kannur

into trade contracts with Kolathiri. They captured the St. Angelo's Fort from the Portuguese. In July 1664 a new agreement on the sale of pepper and spices with

Kolathiri was signed.

Although in the early 1700s the British started having trade links with Kolathiri, nobody had a clear supremacy in the trade of produce from North Malabar for quite some time. The St. Angelo's Fort remained with the Dutch till 1772 when Ali Raja got it. Although the French overran Kannur in 1746 the British pushed them back. In 1766, with British permission, Ali Raja got Hyder Ali to attack Malabar. The British apathy made it a bloody war. In 1790 the British got St. Angelo's Fort for the help rendered to Ali Raja.

From the late 1700s it was the British who had complete control of Kannur and of the trade from there. Kannur later became a part of the Madras state and of Independent India.



EXPORTER'S PROFILE



Mr. P. Antony

ANNAI CASHEW INDUSTRIES

Manufacturers & Exporters of Cashew Kernels.

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Tel: 04651 - 6466; 04651 - 6377 Grams & Cables: 'MATHA'

Annai Cashew Industries is one company which has reasons to feel proud of itself. Their commitment to quality and excellence have propelled them to the top of the world market. From humble beginnings to an established presence in the matter of a few years, that has been the story of Annai so far.

The Company was established as a sole proprietorship concern by Mr. P. Antony in 1987. He had started his first factory in 1985; branched off into exports only in 1987. Since then the company has expanded rapidly. Today they have two processing units in India and export to all major

importing countries like USA, USSR, UK, Germany, Czechoslovakia, Singapore and the Netherlands.

The increasing reputation the company has in the world market is reflected from the increasing sales figures of the company. In 1989, the Company exported 5435 cases of cashew kernels and made foreign exchange earnings equivalent to Rs. 10.020 million. It increased to 8230 cases in 1991 and an earning of Rs. 23.6283 million. At this rate the company is set to make the quarter century mark in earnings in the next year of its operations. A creditable achievement indeed!



EXPORTER'S PROFILE

MALABAR CASHEWNUTS & ALLIED PRODUCTS

Importers • Processors • Exporters



Mr. A. Suresh Kumar

NNC Estates, Vadakkevila P.O, Quilon 691 010.
Phone: 0474-79336; 75142; 72421. Fax: 0474-75740.
Tlx : 0886-272 JRMP IN.

The Malabar Cashewnuts & Allied Products as processors and exporters of cashew products has had a successful track record since its inception. It is headed by Mr. A. Suresh Kumar who has over 12 years of experience in cashew processing and export trade and is one of the most seasoned professionals in the field. The company is a part of the KJP group which is a major corporate force based in Kerala.

The KJP Group is headed by Mr. J. Rajmohan Pillai with six operating offices in the country and international offices at Rotterdam, Singapore and London. The Group has modern integrated cashew processing units in Tamil Nadu, Kerala, Orissa and Andhra Pradesh. The other KJP Group companies operate in the area of shipping with a fleet of large barges.

The company's products - roasted and salted cashewnuts - exported in consumer packs under the brand name 'NUT KING' matches any international brand in quality standards.

The company also plans to extract the juice of cashew apple and turn it into a carbonated drink, free of the original astringency of the fruit and sell it commercially.

It contains no synthetic flavours and is a healthy soft drink.

The Group has set up the KJP Research Foundation under which is the KJP Institute of Horticultural Research. The institute develops improved methods of cultivation of cashew and other products. This Research Foundation also undertakes specialised work on improvement of the cashew crop, pest control, processing etc. At the helm of this fast growing Foundation is a Governing Council consisting of reputed personalities like Dr. Amala and Dr. Balakrishnan.

Years of experience in the industry, competence in meeting challenges, a professional team of managers and a dedicated work force... all contribute to its success, helping it become a formidable corporate force.



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